

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for interpreting a knowledge item, comprising:

receiving a knowledge item;

~~receiving related~~ identifying information ~~associated with~~ to be used in interpreting the
knowledge item, the information identified as having a predefined relationship with the
knowledge item;

determining at least one ~~related~~ meaning ~~based on~~ of the ~~related~~ identified information;

and

determining a ~~knowledge item meaning for~~ a plurality of meanings of the knowledge
item ~~based at least in part on the related meaning~~;

selecting at least one of the plurality of meanings using the at least one meaning of the
identified information; and

recording the selected at least one of the plurality of meanings as an interpretation of the
knowledge item.
2. (Currently Amended) The method of claim 1, wherein the knowledge item is a keyword
received as input to a search engine.
3. (Currently Amended) The method of claim 1, wherein the ~~related~~ identified information
comprises ~~related~~ articles.

4. (Original) The method of claim 3, wherein the articles comprise an advertisement from an advertiser who has bid on the knowledge item.

5. (Original) The method of claim 4, wherein the articles further comprise a web page associated with the advertisement.

6. (Currently Amended) The method of claim 5, wherein the ~~related~~ identified information further comprises ~~related~~ data.

7. (Original) The method of claim 6, wherein the related data comprises cost per click data associated with the advertisement.

8. (Currently Amended) The method of claim 1, wherein ~~receiving~~ determining the plurality of meanings of the knowledge item further comprises processing the knowledge item to determine any known associated concepts.

9. (Currently Amended) The method of claim 1, wherein the ~~knowledge item comprises~~ plurality of meanings correspond to a plurality of associated concepts and ~~determining the knowledge item meaning~~ wherein selecting the at least one of the plurality of meanings comprises ~~determining which~~ selecting at least one of the associated concepts ~~represents the knowledge item meaning.~~

10. (Currently Amended) The method of claim ~~[[1]]~~9, ~~wherein the knowledge item comprises a plurality of concepts and the related meaning comprises a plurality of concepts and determining the knowledge item meaning comprises~~further comprising:

establishing a probability for each ~~knowledge item concept~~ of the plurality of meanings that the knowledge item should be resolved to the ~~knowledge item concept~~ one of the plurality of meanings;

determining a strength of relationship between each ~~knowledge item concept~~ of the plurality of meanings and ~~each related the at least one meaning concept of the identified information~~; and

adjusting the probability for each ~~knowledge item concept~~ of the plurality of meanings based on the strengths, wherein the adjusted probability is used in selecting the at least one of the plurality of meanings.

11. (Currently Amended) The method of claim 1, wherein the ~~knowledge item meaning~~ plurality of meanings comprises a weighted vector of concepts.

12. (Currently Amended) The method of claim 1, wherein the ~~knowledge item meaning~~ the plurality of meanings comprises related clusters of words.

13. (Currently Amended) The method of claim 1, ~~wherein the knowledge item comprises a plurality of concepts, a plurality of related meanings are determined, each related meaning comprising a plurality of concepts, and determining the knowledge item meaning comprises~~ further comprising:

establishing a probability for each ~~knowledge item concept~~ of the plurality of meanings that the knowledge item should be resolved in part to the ~~knowledge item concept~~ one of the plurality of meanings; and

establishing a probability for ~~each related~~ the meaning concept of the identified information that the knowledge item should be resolved in part to the ~~related meaning concept of~~ the identified information.

14. (Currently Amended) A computer-readable medium containing program code for interpreting a knowledge item, comprising:

program code for receiving a knowledge item;

program code for ~~receiving related~~ identifying information associated with to be used in interpreting the knowledge item, the information identified as having a predefined relationship with the knowledge item;

program code for determining at least one ~~related meaning based on~~ of the related identified information; and

program code for determining ~~a knowledge item meaning for~~ a plurality of meanings of the knowledge item based at least in part on the related meaning;

program code for selecting at least one of the plurality of meanings using the at least one meaning of the identified information; and

program code for recording the selected at least one of the plurality of meanings as an interpretation of the knowledge item.

15. (Currently Amended) The computer-readable medium of claim 14, wherein the knowledge item is a keyword received as input to a search engine.

16. (Currently Amended) The computer-readable medium of claim 14, wherein the ~~related~~ identified information comprises ~~related~~ articles.

17. (Original) The computer-readable medium of claim 16, wherein the articles comprise an advertisement from an advertiser who has bid on the knowledge item.

18. (Original) The computer-readable medium of claim 17, wherein the articles further comprise a web page associated with the advertisement.

19. (Currently Amended) The computer-readable medium of claim 18, wherein the ~~related~~ identified information further comprises ~~related~~ data.

20. (Original) The computer-readable medium of claim 19, wherein the related data comprises cost per click data associated with the advertisement.

21. (Currently Amended) The computer-readable medium of claim 14, wherein program code for ~~receiving~~ determining the plurality of meanings of the knowledge item further comprises program code for processing the knowledge item to determine any known associated concepts.

22. (Currently Amended) The computer-readable medium of claim 14, wherein the ~~knowledge item comprises~~ plurality of meanings correspond to a plurality of associated concepts and program code for ~~determining the knowledge item meaning~~ selecting the at least one of the

plurality of meanings comprises program code for ~~determining which~~ selecting at least one of the associated concepts ~~represents the knowledge item meaning~~.

23. (Currently Amended) The computer-readable medium of claim [[14]]22, ~~wherein the knowledge item comprises a plurality of concepts and the related meaning comprises a plurality of concepts and determining the knowledge item meaning comprises~~ further comprising:

program code for establishing a probability for each ~~knowledge item concept~~ of the plurality of meanings that the knowledge item should be resolved to the ~~knowledge item concept~~ one of the plurality of meanings;

program code for determining a strength of relationship between each ~~knowledge item concept of the plurality of meanings~~ and ~~each related~~ the at least one meaning concept of the identified information; and

program code for adjusting the probability for each ~~knowledge item concept of the plurality of meanings~~ based on the strengths, wherein the adjusted probability is used in selecting the at least one of the plurality of meanings.

24. (Currently Amended) The computer-readable medium of claim 14, wherein the ~~knowledge item meaning~~ plurality of meanings comprises a weighted vector of concepts.

25. (Currently Amended) The computer-readable medium of claim 14, wherein the ~~knowledge item meaning~~ plurality of meanings comprises related clusters of words.

26. (Currently Amended) The computer-readable medium of claim 14, ~~wherein the knowledge item comprises a plurality of concepts, a plurality of related meanings are~~

~~determined, each related meaning comprising a plurality of concepts, and determining the knowledge item meaning comprises~~ further comprising:

program code for establishing a probability for each ~~knowledge item concept~~ of the plurality of meanings that the knowledge item should be resolved in part to the ~~knowledge item concept~~ one of the plurality of meanings; and

program code for establishing a probability for ~~each related~~ the meaning concept of the identified information that the knowledge item should be resolved in part to the ~~related meaning concept~~ of the identified information.

27. (Currently Amended) A method for outputting advertisements related to web page content, comprising:

receiving a keyword;

~~receiving related~~ identifying information ~~associated with~~ to be used in interpreting the keyword, the information identified as having a predefined relationship with the keyword;

determining at least one ~~related meaning based on~~ of the related identified information;

~~determining a keyword meaning for~~ selecting at least one of a plurality of meanings of the keyword ~~based at least in part on the related meaning using the~~ at least one meaning of the identified information;

matching the keyword to content associated with a web page;

matching the keyword to an advertisement based at least in part on the keyword selected at least one meaning; and

selecting the advertisement to associate with the content; and

outputting the selected advertisement.

28. (Currently Amended) The method of claim 27, wherein the ~~related~~ identified information comprises text of advertisements associated with advertisers who have bid on the keyword.

29. (Currently Amended) The method of claim 28, wherein the ~~related~~ identified information comprises destination web pages associated with the advertisements.

30. (Currently Amended) The method of claim 28, wherein the ~~related~~ identified information comprises other keywords bid on by the advertisers.

31. (Currently Amended) The method of claim 27, wherein the ~~related~~ identified information comprises search results associated with the keyword.